We Claim:

1. A method of adjusting a quantity of ink supplied to a printing material by a printing machine, which comprises adjusting the quantity of ink as a function of the printing speed, and including, upon the occurrence of a change in the printing speed, making a change in the quantity of ink as a function of area coverage to be printed.

2. The method according to claim 1, which includes changing the ink stripe length for adjusting a requisite quantity of ink.

3. The method according to claim 2, which includes storing characteristics for the ink stripe length for various area coverages as a function of the printing speed and, upon the occurrence of a change in the printing speed, varying the ink stripe length in accordance with a respective characteristic.

4. The method according to claim 1, which includes changing the quantity of ink by changing an inking zone level, the inking zone level representing the thickness of the ink with which the ink is applied to a ductor roller.

5. The method according to claim 4, which includes differently adjusting the inking zone level for inking zones,

and using a prescribed area coverage of one inking zone for controlling the quantity of ink for the inking zone.

6.   A device for printing a printing material, comprising an ink duct having an ink duct roller, a pivotable ductor roller and a transfer roller, said ductor roller being bringable into contact both with said ink duct roller and said transfer roller, said transfer roller serving for transferring a quantity of ink transferrable from said ductor roller to the printing material via further rollers, a control device for adjusting a contact length of said ductor roller on said ink duct roller as a function of printing speed, said control device being connected to a memory having stored therein values for an ink stripe length as a function of the printing speed and an area coverage to be printed, said control device serving for adjusting the ink stripe length as a function of the printing speed and the area coverage.